

MAY, 2006

FC-88

FELLOWSHIP EXAMINATION
MARKETING AND PUBLIC RELATIONS

Time: 3 Hours]

[Total Marks : 100

Answer any FIVE questions only.
All questions carry 20 marks each.

(Note : Answer to questions pertaining to the Insurance Industry may be given with reference to either Life or General Insurance Industry)

-
- | | Marks |
|--|--------|
| 1. If you would like to know the extent of satisfaction of customers dealing with the Branch Office (of an insurer), what will you do? Explain, in detail, at least five different ways. | 20 |
| 2. Explain the meanings of the following statements. | 5 each |
| a) Perception is a visual as well as a cognitive phenomenon. | |
| b) The search for alternatives is neither thorough nor complete. | |
| c) It is advisable to keep customers out of the process of making the product. | |
| d) Publicity (including advertisements) can only inform, not persuade the reader to buy. | |
| 3. Write short notes on the following : | 5 each |
| a) Barriers to Entry, | |
| b) Product Image, | |
| c) Agro-industries, | |
| d) Spirituality. | |
| 4. a) What is the relationship between WOW experiences and | 10 |
| i) Retention of customers ? | |
| ii) Word of mouth publicity ? | |
| b) Illustrate with regard to any 2 different segments, how strategies may differ for publicity (including advertisements). Refer to both medium and content. | 10 |

5. Illustrate with reference to any recurring complaint in an insurance office, the relevance of : 20
- prevention,
 - appraisal,
 - internal failure and
 - external failure.
6. How can an insurer make use of the following in a rural area? 20
- co-operative society
 - haat
 - village elders
 - teachers.
7. A management scholar has written that "Strategies grow initially like weeds in a garden. They are not cultivated like tomatoes in a hot house. To manage strategies, is not to preconceive strategies, but to recognize their emergence and intervene when appropriate." Discuss the validity of this statement, with reference to any strategy of your company. 20
8. Discuss the propriety of either one, (a) or (b), of the two situations mentioned below, referring separately to both the considerations of : 20
- technical or insurance principles and
 - social responsibility
- situations :
- Some insurance companies are reported to be refusing to grant third party motor insurance, except in the case of comprehensive covers

OR

- Some insurance companies are reported to be refusing to consider any proposal for life insurance, which is for a Sum Assured less than Rs. 1 lakh.

----- END -----